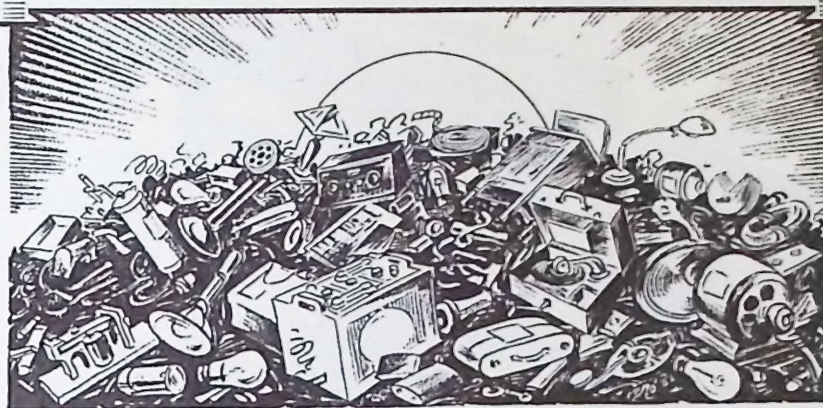


A SCRAP HEAP THAT COST \$ 200,000!



REPLACEMENT

OF OTHER EQUIPMENT

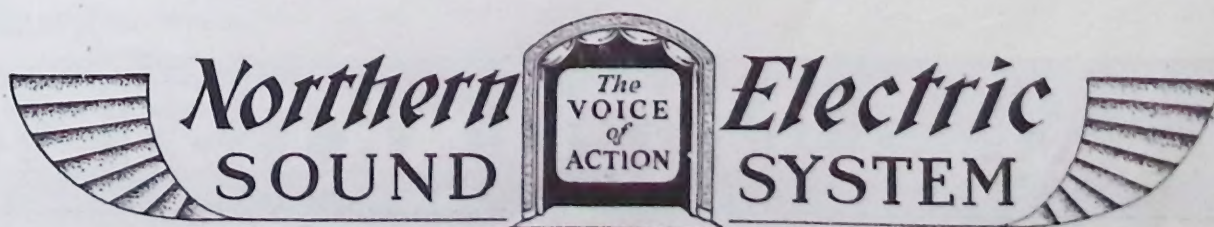
STILL GOES ON

OUT goes inferior equipment. In comes "Northern". That is what has been going on in the Canadian moving picture field for some time. It is still going on.

Why be handicapped with poor equipment when you can have the best?

Join the throng of satisfied users of Northern Electric Sound System to-day. Write for full particulars.

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WESTERN ELECTRIC IN
ALL OTHER COUNTRIES

RAY



RAY LEWIS

PRESENTS

THE LITERARY DIGEST, which needs no introduction to our readers, having long established itself as an Immortal among the Journalistic periodicals, now pages The Digest, as you will note in our editorial, and there is no need for us to lift up one of our own Digests, and appear to be nonchalant.

Haskell Masters, the "Loud Speaker" of the United Artists, and who is busy at present telling us Canadians, who know that British and Dominion pictures are good, that "Magic Night", and "A Night Like This", are just what the doctor ordered for healthy entertainment, this same "Loud Speaker" has, on occasion, called us the "Unliterary Digest". But then Haskell inherited this humour from Hal Horne, who could give Disney some funny ideas good enough for a Symphony!

But to return to the main issue of this discussion. The letter from Mr. Wm. Seaver Woods, Editor of the Literary Digest, may help to confirm your opinion of The Digest, for in his words, we are, in truth, "an excellent magazine".

Is there any difference in our making this statement, than the statement which is made by every producer-distributor-exhibitor in our Industry, who always tell you that his pictures are the best on the market, in fact in the world, and many weeks in the year, you may find in our pages, an advertisement, republishing some newspaper criticism of a picture, a criticism and review which is of course most flattering?

OUR distributors may argue that this is done to help exhibitors select product and to help them present this product to their public. We have the same motive in republishing any comment which is flattering to The Digest, for with all due respect to Ripley, "Believe It or Not", we do take subscriptions to The Digest, and we have an advertising department which has only turned down one advertising contract, and that recently, but this was from a firm which was advertising a preparation to make "Tired men virile"; and we told this firm that in refusing this contract, that there would be no market for their product in the Moving Picture Industry, for if we are well-supplied with anything, surely it is Sex!

There are two exceedingly interesting announcements in The Digest this week, covering British Film Enterprises, one from the Regal announces that this company has acquired the London Film Productions Ltd., with features for distribution in Canada.

This gives Regal the Gainsborough, or Gaumont-British product, the British Lions and the product of the company covered by the Regal announcement on the back page of The Digest.

The Empire Films Limited, will not exclusively handle British productions but has listed, in its announcement, the "Mayfair", and "Majestic", products.

The Empire Films Limited, will also distribute six Associated Specials from British studios and 20 features from British International Pictures Corp.

Mr. B. F. Lyon has been appointed General Manager of the company. The Canadian Exhibitors have had a lengthy contact with Mr. B. F. Lyon, whose former association with Film interests in Canada, have made for Mr. Lyon, a host of friendly relationships.

IF you understand nine ciphers with a three in front of them, the figure plus the ciphers, represent three billions of dollars, which mean in American coinage three thousand million dollars. In British coinage, such a billionaire would have to be worth one thousand million pounds, but as my English artist friend, Joshua Smith explains, "We have no such men in England".

However, it is enough for this occasion to stay on the American continent, and we find, on this continent, of vast Enterprises and Towers of Babel, that in 1929, basing values at peak prices, Samuel Insull, now a Fugitive from Justice, dependent upon the hospitality of Greece, as a Haven of Refuge, that he held the control of a group of Utilities which were outlined across the maps of 32 States in the U. S., in Canada and Mexico, and that the value was more than \$3,000,000,000.

The Utilities of Insull had control in 5,000 communities and they served 1,750,000 customers.

From 1929 to 1932 is a bare three years and Samuel Insull at 73, waits while the United States authorities are demanding that he be returned to Chicago to appear on criminal charges.

Martin Insull, his brother was recently arrested at Barrie, Ontario. Is not Truth stranger than Fiction; and is this not another demonstration that "the mills of the gods grind slowly, but they grind exceedingly small"?

(Continued on page 11)

Motion Pictures hold record for Fire Control, Dominion Fire Commissioner's Report

• ANNOUNCEMENT
EXTRAORDINARY

A NEW
ORGANIZATION
ENTERS CANADA'S
FILM FIELD

EMPIRE

FILMS

LIMITED

-
-
- See the next page for details
of Canada's most important
Motion Picture development
-
-



What a Chance!

Now You Can Smile!



Now you can look on the Bright Side of Life. Here's the pay-off in the greatest line-up from England, America and Europe.

EMPIRE FILMS LIMITED

acquires the following for Canadian Distribution:

20 Majestic Pictures

20 British International Pictures

24 Mayfair Pictures

6 Special Associated Talking Pictures

Hanson Has Done It Again

Seventy Features--

all told are offered by this new Canadian Company — The Surprise Package of the Year.

EMPIRE FILMS LIMITED comes to the rescue of all theatre men of the Dominion.

With this array of titles, stars, stories and well-known stage-plays, the market is wide open to every exhibitor.

From now on you don't have to play second fiddle to anyone in the show business.

Watch for Announcement
of first Trade Showing

"The Crusader"

It's Remarkable!

70 FEATURES--COUNT 'EM--70

A STATEMENT FROM OSCAR R. HANSON:

WITH the organization of EMPIRE FILMS LIMITED, the opportunity presents itself to all exhibitors throughout Canada to procure full-schedule feature bookings of the highest merit and possessing a coterie of screen celebrities.

EMPIRE FILMS LIMITED is a Canadian Company and its officers and personnel are Canadians. The capital invested is held by Canadian and British interests.

The purpose of EMPIRE FILMS LIMITED is to place at the disposal of Canadian exhibitors the most attractive product of great studios in all countries, including the best in Empire-made films and the choicest product of American and European producers.

The stars of these pictures have proven box-office value and the titles are money-makers.

In order to give complete service across Canada, the three offices of Ideal Pictures Limited have been taken over by EMPIRE FILMS LIMITED and branches will be opened immediately at Winnipeg, Calgary and Vancouver.

I take great pleasure in announcing the appointment of Mr. B. F. Lyon as General Manager of EMPIRE FILMS LIMITED, with head office at 277 Victoria Street, Toronto, Ontario. Mr. Lyon has long been prominent in the industry, having been Canadian General Manager of Warner Bros. for the past seven years.

OSCAR R. HANSON,
President.

The 70 features of this company for 1932-33 will prove a lifesaver to the exhibitors of Canada without a doubt.

Your immediate enquiries are solicited. First come, first served.

EMPIRE FILMS LIMITED

— HEAD OFFICE —

MONTREAL
WINNIPEG

277 Victoria Street, TORONTO
VANCOUVER

ST. JOHN
CALGARY

Next Page Please—

A PARTIAL LIST OF B.I.P. RELEASES:

- "The Maid of the Mountains", brilliant musical comedy success by Frederick Lonsdale.
- "Arms and the Man", first full-length feature by Bernard Shaw.
- "The Fires of Fate", world-renowned novel by Conan Doyle.
- "Brother Alfred", famous comedy by P. G. Wodehouse.
- "Lucky Girl", adapted from the musical comedy by Douglas Furber.
- "Honors Easy", by Roland Pertwee.

Majestic Pictures:

For Early Release—

- "The Crusader",
starring H. B. Warner and Evelyn Brent.
- "Hearts of Humanity",
with Jean Hersholt, Jackie Searl and Claudia Dell.
- "The Phantom Express",
with J. Farrell Macdonald, Wm. Collier, Jr., and Sally Blane.
- "The Unwritten Law",
directed by Christy Cabanne, starring Greta Nissen, Skeets Gallagher, Mary Brian.

Majestic Stars:

- | | |
|-----------------|------------------|
| Victor McLaglen | Paul Lucas |
| Conrad Nagel | Lupe Velez |
| Evelyn Brent | Wm. Collier, Jr. |
| Warner Oland | Myrna Loy |
| Lilyan Tashman | Ricardo Cortez |
| Zasu Pitts | Roscoe Ates |
| Adolphe Menjou | James Gleason |
| Lowell Sherman | and many others. |

Mayfair Pictures:

- "Her Mad Night", starring Irene Rich and Conway Tearle.
- "No Living Witness", with Noah Beery and Barbara Kent.
- "Monte Carlo Madness", with the European sensation, Sari Maritza.

20 OTHER ACTION-DRAMAS WITH WELL-KNOWN STARS.

EMPIRE FILMS LIMITED

— HEAD OFFICE —

MONTREAL

277 Victoria Street, TORONTO

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Empire Films Limited Establishes Offices Across Canada

Oscar R. Hanson Creates Big Independent Distributors' Exchange

IN a recent interview with Oscar Hanson, he unfolded plans regarding Empire Films Limited, stating:

"What is regarded as one of the season's most important motion picture developments in Canada is the establishment of Empire Films Limited with head office in Toronto to handle the selected product of outstanding producers in Great Britain, the United States and Europe. For 1932-33, the company has already obtained no less than 70 features from four distinct sources and these are available, starting within a few days, to all exhibitors across the Dominion, independent or otherwise.

"This sensational line-up of new product, providing highly diversified features, comprises 20 productions of the new Majestic Pictures Corporation, New York; 24 from Mayfair Pictures Corporation, New York; 20 entirely new features from British International Pictures Corp., and six Associated specials from British studios. With this array, there is no need for any exhibitor to fear a shortage of desirable films during the year.

"Announcement is also made that Empire Films Limited has absorbed Ideal Pictures Limited of Toronto and the Ideal offices at Toronto, Montreal and St. John have been taken over. New branches are being opened at Winnipeg, Calgary and Vancouver. The head office is at 277 Victoria Street, Toronto." Empire Films Limited is reported as a strictly Canadian company which has been financed by prominent Canadian and British interests, thus giving assurance of substantial activity. The president of the new enterprise is Oscar R. Hanson, who is also general manager of Allied Exhibitors of Ontario and of Associated Theatres Limited. Mr. Hanson originally gained a prominent place in the industry in Canada as general manager for many years of Canadian Educational. He has announced the appointment of Mr. B. F. Lyon as General Manager of Empire Films Limited. Mr. Lyon was previously Canadian General Manager of Warner Bros. for seven years.

Mr. Lyon announces that, "Arrangements are already in hand for the trade-showing of the initial Majestic Picture, this being 'The Crusader' in which H. B. Warner and Evelyn Brent are starred. Next among Majestic attractions will be: 'Hearts of Humanity' with Jean Hersholt, Jackie Searl and Claudia Dell; 'The Phantom Express' with J. Farrell Macdonald, Wm. Collier, Jr., and Sally Blane, and 'The Unwritten Law', starring Greta Nissen, Skeets Gallagher and Mary Brian. Other Majestic stars in coming features includes: Victor McLaglen, Paul Lukas, Conrad Nagel, Lupe Velez, Warner Oland, Lilyan Tashman, Zasu Pitts, Adolphe Menjou, Lowell Sherman, Myrna Loy, Ricardo Cortez, Roscoe Ates, James Gleason and others.

"First among the B.I.P. releases under the Empire Films banner will be 'The Maid of the Mountains' which made a tremendous hit as a musical comedy roadshow in Canada; Bernard Shaw's first feature, 'Arms and the



OSCAR R. HANSON
President, Empire Films Limited.

Man'; Conan Doyle's 'The Fires of Fate'; 'Brother Alfred', a famous comedy by P. G. Wodehouse, and Douglas Furber's musical comedy, 'Lucky Girl'.

A strong list is presented by Mayfair Pictures, the early releases including 'Her Mad Night', starring Irene Rich and Conway Tearle; 'No Living Witness', with Noah Beery and Barbara Kent, and 'Monte Carlo Madness', with the European star, Sari Maritza.

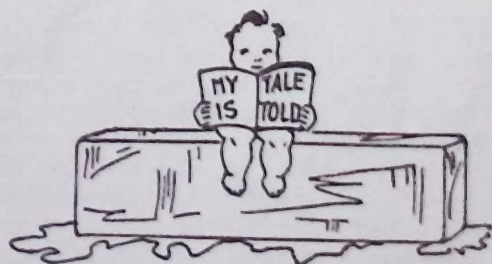
"The policy," states Mr. Hanson, "of Empire Films Limited, will be to cater to independent exhibitors throughout Canada, giving them first opportunity to secure these 70 features of wide variety and boasting many of the first-line box office stars and stage plays of the day. It is felt that these pictures will not only prove an excellent screen tonic but will give renewed confidence to theatre owners themselves. This is only one more step in the natural development of the association's work in behalf of the independent exhibitor of Canada."

The activities of Oscar Hanson have generally been associated with successful ventures; and under his able directorship it looks promising for Empire Films Limited.

Ray Presents

(Continued from page 6)

It is a tragic sequel to a big story, to a career of Big Finance and Enterprise, of Supreme Monopoly. This is one side of the picture; and on the other side is a beggarly mass of men, women and children, thousands of them, whose daily bread depended upon the Insull Enterprises, men and women who invested their life's savings in a "gilt-edge security", and who have been left at 70, at 50, at 60, penniless, because of a \$3,000,000,000 flop! What a picture!



Toronto's Motion Picture Ball, King Edward, Friday, Oct. 21st. Tickets from Exchanges. "Let's Go"

Observations



By The Editor

IT has been said, "Time makes strange bedfellows". In reviewing this week's issue of The Digest our readers will no doubt come to this conclusion in connection with the activities of British Films in Canada. Announcements reveal that every producing unit in the United Kingdom has made a releasing arrangement for the distribution of its product in Canada.

Regal has the Gaumont-British (Gainsborough) product, the British Lion, and in accordance with its latest announcement the London Film productions, under the supervision of Alexander Korda, hailed and acclaimed "Europe's greatest producer".

* * * *

UNITED ARTISTS has the British and Dominion releases; and all who know Herbert Wilcox know that he has the right idea about British-made pictures. Your editor visited the studio of the British & Dominion pictures at Elstree, London; and was surprised and delighted at the perfection of this studio, by way of equipment. There is not a finer equipped studio anywhere, than this one, for the production of Sound pictures. The British & Dominion pictures has made a reputation through the box-office, for large returns, and in British Show Business for the length of the runs its pictures have received.

* * * *

MR. OSCAR HANSON reports the acquisition of the B.I.P. features. The Canadian Moving Picture Digest has on many occasions commented upon B. I. P. product. It is still a matter of very recent history that the editor believed this company's product sufficiently important to negotiate personally for a franchise for same!

It is also reported that Universal will release some British pictures in Canada.

A certain number of British Quota pictures come into Canada, as released by those companies, who have these pictures produced for their respective companies in England.

* * * *

A SURVEY of the Canadian Film situation would lead one to conclude that the British producers are certainly going "to get a good break now", as far as distribution is concerned.

Looking backward to War days, we recall the successful efforts of the Allens to market British films in Canada, the most successful of these being those films, like the "Battle of the Somme", etc., which had War as their theme. Even "The Better 'Ole" and "Alf's Button" were in this War classification.

* * * *

AROUND 1918 Ray Lewis looked at British films, and saw that some of them were very good for box-office results. Mainly for several reasons, among which was that the British film was different, and that there was a British sentiment here which would support them.

Mr. J. J. Allen had the same idea, and since Mr. Jule Allen agreed with him, it was decided to send Ray Lewis to England, and to Europe in order to find out what was being done by way of foreign and British film produc-

tion. Miss Lewis spent eleven months in London, reviewing British films, and films from Europe.

London was the European film market and films from Germany, Italy, France, etc., were to be found in the British film exchanges. It was at this period that Canada was getting British films from the Allen exchanges, and quite a few which came in through the American distributing units, the latter which generally changed the name of the British films, as was the custom then, releasing these pictures under their own trademark.

* * * *

RAY LEWIS as special British representative for Messrs. Jule and J. J. Allen, started the propaganda of having British pictures sold direct to Canadian distributors, instead of the procedure which gave Canada as a bonus to U. S. distributors, the latter which had purchased American Rights.

It was necessary, in accordance with this method of bringing British pictures to Canada, to repurchase Canadian Rights from the U. S. distributors, who did not distribute, on some occasions, the British product, for which U. S. and Canadian Rights had been obtained, through their own distributing units in Canada. The Canadian Exchanges then, generally handled the product of their own company exclusively. It also curtailed the number of British films coming into Canada, for the British producer invariably waited to sell U. S. rights before he would sell, or even consider Canadian distribution, by way of making a sale.

It was not easy work to educate the British producer in regard to keeping Canadian Rights separate, but gradually the idea took hold with some producers. However, even today the possibility of selling U. S. Rights and Canadian Rights combined, certainly plays an important part in the consideration given to franchises extended for Canadian Rights on British productions.

* * * *

THE British film in 1918, with the exception of the War films, and films made under the co-operation of the British navy, were generally below the standard of merit achieved by the American film, but gradually the British film improved, until, at the time of the introduction of Sound, British films were beginning to take their place among the pictures of merit in a World Film Market.

The Allens brought many British films, as pioneers of British Film Enterprise, into Canada, for during the eleven months' stay in London, of Ray Lewis, every British picture produced and released, was reviewed by Ray Lewis; and she purchased many of these for the Allens in Canada.

* * * *

IN 1918, Germany sent the Pola Negri, Emil Jannings feature called "Passion", to England; and Ray Lewis endeavored to have The Allens purchase it for Canada. Several German pictures were then in the Exchanges of the British; and some of these were astonishingly good, so excellent in fact, that Ray Lewis endeavored to persuade The Allens to import these to Canada, and also to persuade one of the British producers, showing

(Continued on page 14)

**Peanuts banned in Welland Theatre, St. Thomas, management thinks wise—
cracks of films more interesting to hear than peanut cracks**

"British Films Will be Sensation"

WILLIAM LONG, Manager of the Rialto, Edmonton, Alberta, recently returned to his city after a visit to Toronto and New York and managed to tell his city what he did in Show Business, by capturing a full page headline in the Edmonton Bulletin, of October 1st.

Manager Long told the press that he was convinced that "British pictures this year are to provide the sensation of the Motion Picture world".

During his trip he signed contracts for thirteen lucky feature films with United Artists Corp., and also opened negotiations "for twenty-four of the finest releases with the Regal distributors". Manager Long states, "this makes one of the strongest all-season programs ever brought to Western Canada".

The Lucky Thirteen.

"Included in the United Artists group is a series of twelve pictures produced by one of the British Empire's foremost production organizations," states Manager Long, "British and Dominion pictures, the first of which will open at the Rialto, is "Magic Night", with Jack Buchanan and Anna Neagle."

"If the pictures I saw screened in the East are any criterion, and "Magic Night" was one of them, then I am confident that we are to have some marvellous pictures this winter," states the Edmonton Bulletin, in interview with Manager Long. "British pictures are undoubtedly going to be the sensation of the year. British producers have tied up with the German studios and are making free use of their technicians and equipment, and the arrangement is working out happily all round. The result is astounding to say the least, and their product compares with, and even excels, the best from Hollywood. Everywhere they have been previewed they have taken the critics and the general public by storm, and as a result of my trip East the Rialto will have a surplus of features for the season."

Among the pictures secured, Manager Long enumerated, "Magic Night", a four-star hit; "Thark", an outstanding comedy with Tom Walls and Ralph Lynn, supported by Mary Brough and Robertson Hare; "Flag Lieutenant", with Henry Edwards and Anna Neagle; "Blue Danube", an outstanding musical show, with Joseph Schildkraut, Dorothy Bouchier and Brigitte Helm, and with the music supplied by Alfred Ride and his famous Royal Tzigane Band.

"Blue Danube"

"Blue Danube", incidentally had a preview showing at the Tivoli, Thursday, October 13th, and opened at this theatre, Toronto, Friday, October 14th. "A Night Like This", with Ralph Lynn and Tom Walls, is another of the scheduled pictures for the Rialto, and it also opens at the Hollywood, Toronto, this coming week.

British and Dominion Features.

The Rialto is also to present "The Love Contract" with Owen Nares and Winnifred Shotter, "Yes, Mrs. Brown", with Jack Buchanan as star; "Say It With Music", starring Jack Payne and his band in a special colour sequence; Dorothy Bouchier, Harry Hilton and William Kendall in "King's Cup"; "Leap Year", with Tom Walls as star supported by Ann Grey; and Sydney Howard in "A Mayor's Nest", with Claude Hulbert, Muriel Asked and Frank Harvey. "Mischief" is another British and Dominions release to the Rialto, through United Artists.

The Regal Group.

The Regal Group includes big hits such as "Jack the Boy", "The Rome Express", "After the Ball", and

"The Faithful Heart". In this latter picture Herbert Marshall and Edna Best, stars of "Michael and Mary", surpass their work in the latter picture, if this is possible.

Jack Hulbert and Renate Muller of "Sunshine Susie" fame, appear in "Marry Me", which is said to be a most successful follower of this happy feature.

British Pictures Will Lead.

"In announcing these features to Edmonton," states Manager Long in the press, "I feel that I am not exaggerating one particle when I say they are the cream of this season's Motion Picture entertainment. British and Dominions pictures are definitely established as superior offerings through actual performance. This company, many of whose actors came from the famous Aldwych players, is responsible for films holding long-run records in the foremost cities of the Empire, and the fact that United Artists Corp., has chosen to link up with this great British organization shows the favor with which it is regarded by the experts of the Motion Picture world. I was privileged to see the first releases of some of the pictures I have named and I am very definite in declaring that British pictures will take the lead this year, and that in the pictures I have named I am bringing to Edmonton theatregoers the best product the market affords."

"Reforming the Movies"

THE MAIL & EMPIRE has a column, from the most interesting pen of J. V. McAree, inquiring under a caption, "Can Serious Reviews Reform The Movies?" It is difficult to expound on this column, which is full of commonsense, but lacks just what it must lack, Motion Picture knowledge through its own admission, "There are few of our own readers who do not know more about the movies than we, perhaps we see four of them in a year".

One must know all about the Motion Picture Industry, and not only about "The Movies" to be able to write so that the men at the helm will pay attention.

It is such a hectic enterprise, with so little time to think, in all its time, that producer-distributors, exhibitors, etc., etc., are all working on the formula of making the Eleventh Hour count and pay. Therefor, the only impression which anyone can make upon the Industry, is no impression at all, because this Industry thinks it is a "pretty smart guy"; and it is evident that it is nearly as smart as it thinks it is, since it is still doing business, under the supervision of its showmen, while such Financial and Industrial magnates as Lowenstein, Kreuger, and Insulls, are all dead, literally and figurately speaking, the latter having created a greater world menace, Financial Debauchery with its demoralizing world results, than the Moving Picture Industry has or ever could create, even were it, not the "wild bull" which McAree charges it is, but the veritable Bull which seduced Europa, for the Immortal remembrance of "Europa and The Bull", the inspiration of poets, painters and sculptors!

It is a long story and a long argument, for which we have at present no time, either, but if J. V. McAree would like to ask The Digest a few questions about Motion Pictures, since The Digest sees, with but few exceptions, every picture released in Canada, perhaps we may be able to convince Mr. McAree, of the Mail & Empire's interesting column, that we are cleaner far than Finance, less degenerating than Monopoly, and have never had such an Augean stable to sweep out as "politics".

Ernest Fredman of Daily Film Renter fame, visitor in Toronto, left for Hollywood, via New York

Observations

(Continued from page 12)

particular promise, to tie-up with the Ufa. But the "War Hurt" was still fresh; and The Allens could not see the proposition as possible, owing to what they termed Public Opinion; and the same idea was prevalent throughout the British Exchanges.

Later First National purchased "Passion", and it came to The Allen Theatre (The Tivoli), Toronto, for a pre-view showing. Several organizations were invited to attend, but an agitation was raised against the film, by a member of the I. O. D. E., and so great was the agitation, because "Passion" had been made in Germany, that a ruling went through preventing German-made films from being released in Canada, because it was said they spread the gospel of German propaganda.

RAY LEWIS was accused of being a secret agent for the German Government, a German spy, this in 1919, because she reported that there was no German hate in England; and that "Passion", was not only being exhibited in theatres throughout the United Kingdom, but in France.

Several years later, a woman prominent in the I. O. D. E., responsible for the agitation against "Passion", apologized to Ray Lewis for her attitude in the matter, for her accusations, but she was responsible, indirectly, in frustrating Ray Lewis' efforts for a British-German combination, by way of giving the British producers that necessary technical co-operation which they required in order to make British films just as good as the American-made product.

In 1932, the Gaumont-British finally arranged just such a combination of British and German film interests, between its own company and Ufa. Fourteen years later and during that fourteen years, the British film has been battling against closed markets, inadequate funds, inadequate experience, and inadequate imagination.

WITH the release of the ban on German films in Canada, "Passion" was eventually released and scored artistically and commercially. German pictures began to flow into the U. S., and German and foreign directors, like Von Stroheim, Lubitsch, S. W. Murnau, etc., came to the U. S. to direct American films; stars like Emil Jannings, Pola Negri, Greta Garbo, Marlene Dietrich, etc., became leading figures in American-made productions, and Germany created a Film Industry for itself, which became world-known.

Let us return to the effect of all this upon Canada, let us return to 1919, with the ban against German-made films still in order.

THE ALLENS were then interested in obtaining a site for the erection of a theatre in London. "The Alhambra site" was secured on option. At this period exhibitors in Great Britain were agitating against foreign invasion, by way of picture production in England and theatre building. Ray Lewis advised U. S. producers to co-operate by way of staying out of the exhibition end and by way of united U. S. and British Film Production. The reaction to this advice by the U. S. and British Film Interests was as successful as Motion Picture history records.

Lord Beaverbrook offered the Allens five million dollars for a substantial interest in the Canadian company; and The Allens, acting upon advice from Interests in Canada, refused the offer. Later, Lord Beaverbrook, through the Royal Securities, made an alliance with the Paramount and Nathanson Interests, and the Famous Players Canadian Corp. was formed.

LET us omit several developments, the tremendous agitation against Ray Lewis for her British film cam-

paign, incidentally a British Film Campaign, to which the British producer contributed nothing, either by way of creating a film market in Canada, or by way of supporting the Canadian Moving Picture Digest, which was fighting its battles with the Industry arrayed on the other side, protecting its own Film Industry, for its own product. Without any support from British Film Interests, and at the risk of sacrificing all her Film contacts and friends, Ray Lewis carried on.

Let us consider the position of the American Distributor in The Digest, and let us admit, even at this late day, that he was fully justified in resenting The Digest's activities in support of a British Film Market in Canada, when it was the American Distributors who were supporting The Digest, and not the British producer-distributor, who in all the years of battling gave The Digest two pages of advertising, for which they still have not paid.

EVERY distributor in Canada, and the exhibitors, will remember this battle for a British Film Market, but it may not be generally known that in 1928-29 Mr. Maurice Arthur Dent, of B. I. P., wrote The Digest in connection with B. I. P. productions, asking for advice by way of securing a releasing exchange for B. I. P. product. "Atlantic" was then among the pictures which were available. Some B. I. P. pictures were being released through World Wide, but there appeared to be a termination, as reported by B. I. P. in the B. I. P. releasing arrangements.

Miss Lewis communicated with Henry Nathanson of the Regal Films, asking him to write Mr. Dent of B. I. P., and to also have Regal's London representative, Mr. Sam Smith, get in touch with Mr. Dent of B. I. P. Later Mr. Dent wrote Miss Lewis that he and Mr. Sam Smith, of London, England, had a conference, and that a deal was going through whereby Regal would acquire the franchise for the B. I. P. in Canada.

WHEN Ray Lewis was in London, during 1930, she interviewed Mr. Woolf of Gaumont British, Mr. Mickey Balcon of Gainsborough, and Mr. Gell of Gaumont-British, promoting the negotiations for the franchise which the Regal later obtained.

Arrangements were also made, by way of promotion, whereby Regal obtained the distributing rights for the British & Dominion productions, the latter which is now being released through United Artists. Previously, Ray Lewis had convinced N. L. Nathanson that a British Film Market in Canada was an Eventual as well as Inevitable film development. He was the only important film man in Canada, who saw the possibilities of the idea.

THE introduction of Talking Pictures played an important part in the battle to give British Films a world market, for with the introduction of "Sound" the British Films inherited a "suitable voice legacy", which promoted them faster than any other medium of service.

The American Film Industry bought the technique, the creative ability of the German directors to inject new life into Hollywood productions, and Hollywood continued to borrow players and directors, material, from Great Britain, from Europe, and from Canada, in order to maintain its popular interest, moving with the Time!

With Talking pictures firmly established, Hollywood borrowed more generously from the literature and drama available in Great Britain, from the British players.

It is a fascinating background, this Tapestry of Arms and the British Film, which hangs behind this week's British Film presentation; and giving credit where it is due, let us acknowledge that Canada has played a prominent part in promoting a British Film Market, not only in Canada, but in the U. S., yes, and even in the very stronghold of British Film Enterprise, in London, England.

—EDITOR.

\$5,310,000 estimated as total tax paid, directly and indirectly from Film Industry in Canada



Show Business



New Beery-Dressler Film

Wallace Beery will again play opposite Marie Dressler in Metro-Goldwyn-Mayer's "Tugboat Annie". The picture will be developed from the Tugboat Annie series of stories running in the Saturday Evening Post.

Picture will be started when Beery completes "Flesh". Chuck Reisner will direct.

John Halliday on Vacation

John Halliday, who journeyed to London from Hollywood to portray one of the principal roles in "Perfect Understanding", Gloria Swanson's latest picture, has completed his role of an Arctic explorer and has left England on a pleasure voyage. He will return to Hollywood in about two months.

Lull in Production Activities M-G-M

With the completion this week of "Red Dust" and "The Mask of Fu Manchu", and next week of "Rasputin", "Flesh" and "Prosperity", there will be a lull in M-G-M production activities.

"Son Daughter" will go into production this week, and "Whispering in the Dark" and "Pig Boats" in about three weeks time.

Graham John for Universal

Graham John is to go to Universal for work on a musical picture book.

Warner Bros. to Hold 2nd National Exhibit

Major Albert W. Warner, vice-president in charge of sales and distribution of Warner Bros. Pictures, Inc., has announced that a second "Warner Bros. National Exhibit" will be held some time in January or February, at which 15 features will be screened.

Major Warner stated, "Fifteen features now in production and preparation, all of which will be scheduled for general release in March, April, May and June will be exhibited at the second of our 'National Exhibits'."

M-G-M Purchases New Vehicle for Gable

Metro-Goldwyn-Mayer has purchased Thames Williamson's "Sad Indian" as vehicle for Clark Gable.

Dialogue and adaptation will be handled by Harvey Ferguson.

John S. Robertson has been assigned by David O. Selznick, R.K.O. Radio production head, to the direction of Louisa May Alcott's world famous novel, "Little Women".

New Garbo Film

Metro-Goldwyn-Mayer has purchased "The Painted Veil", by Somerset Maugham, for Greta Garbo's first picture on her new contract.

Karen Morley has been assigned the feminine lead in "Flesh", Wallace Beery's next starring picture for Metro-Goldwyn-Mayer. Miss Morley has just completed a role in "The Mask of Fu Manchu".

Gaumont Making German Film

"Tell Me Tonight", the original German version of which is a current success on the continent with Jan Kiepura in the leading role, is being made in Berlin by Gaumont British. Kiepura and Miss Magda Schneider repeat the same roles they both portrayed in the original German version, while Sonnie Hale, Athene Seyler, Edmund Gwenn, Betty Chester and Aubrey Mather are the artists sent from England to complete the cast of the English version.

"Grand Hotel" Goes Over Big in London

"Thousands of people had to be turned away from the Palace Theatre last night, when 'Grand Hotel', the most distinguished Hollywood talkie of the year, was presented for the first time," was the report of the London Daily Sketch, on the morning of September 22. "It will attract all London to the Palace Theatre for many weeks to come."

Universal Renews Mack Contract

Russell Mack has been given a new directing contract for three pictures with Universal. He has still one picture to complete on his old contract.

RKO "Rackety Rax" Completed

Production on "Rackety Rax", a gangster-football film, has just been completed at the R.K.O. Studios.

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Toronto Theatres

LOEWS—Manager Jules Bernstein — "Grand Hotel", Metro-Goldwyn-Mayer picture with Greta Garbo, John Barrymore, Joan Crawford, Wallace Beery and Lionel Barrymore. Second week.

UPTOWN—Manager Tom Daley — Harold Lloyd in "Movie Crazy", a Paramount picture.

IMPERIAL—Manager H. V. Knevels — "The Night of June 13th", a Paramount picture, with Clive Brook and Lila Lee.

TIVOLI—Manager M. J. Doyle — "The Phantom President", Paramount picture, with George M. Cohan, Claudette Colbert and Jimmy Durante.

SHEA'S—Manager Jerry Shea — A Warner Bros. picture, "Two Seconds", with Edward G. Robinson.

Norma Shearer Coming in "Smilin' Through" Loew's Next Week—Toronto Is Already Smiling!

Announcement

Regal Films Limited has pleasure in announcing its appointment as Canadian Distributors for the Feature Pictures of

London Film Productions Ltd.

All the productions of this Company are directed by or are produced under the personal supervision of **ALEXANDER KORDA**, Europe's foremost motion picture director, who has several outstanding world successes to his credit.

The product of London Film Productions Ltd. represents the highest type of Feature Pictures and are a distinct acquisition to Regal's splendid lines of attractions. They will prove Real Box Office Winners for Canadian Exhibitors.

Further announcement of the outstanding productions will be made later.

Regal Films Limited